



ALBANIA MEDIA LANDSCAPE

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ALBANIA IN NUMBERS



2.8 M

Population
World's 140th most
populous country



\$15.2 B

GDP



\$15,363

Wealth per
adult



36.4

Median Age

KEY CITIES IN ALBANIA

TIRANA

- **Population:** 374,801.
- **Language:** Albanian
- **Economic backbones:** Tertiary sector is the most important for the economy of Tirana.
- Financial industry, telecommunication industry, tourism sector
- Home of Albanian media sector
- The city was announced as the European Youth Capital for 2022

DURRËS

- **Population:** 122,034
- **Language:** Albanian
- **Economic backbones:** Manufacturing industries such as leather, plastic and tobacco products.
- Important link to Western Europe due to its port and its proximity to the Italian port cities
- The city's beaches are also a popular destination for many foreign and local tourists attracting 800,000 tourists annually.

VLORE

- **Population:** 89,546
- **Language:** Albanian
- **Economic backbones:** Fishing and industrial sector
- The surrounding region produces petroleum, natural gas, bitumen and salt.
- Vibrant coastal city with a well-developed and modern housing infrastructure.

TYPES OF PROPERTIES

TIRANA

Tirana is the capital and the largest city of Albania. The city is home to many universities and is the center of the political, economical, and cultural life of the country.

- **Apartments**
- **Villas**

DURRËS

Durres is the largest beach and sea destination in Albania. With a coast of 16 km long and 50 –100 meters wide, only 30 km from Tirana. International Airport and 39 km far from the capital Tirana. Along the seaside there are tourist establishments which provide adequate services.

- **Apartments**
- **Houses**
- **Villas**

VLORE

Vlora averages 274 days of sunshine in a year. One of the most panoramic routes of the Albanian Riviera starts to the south of town stretching up to Sarande in extreme southern Albania.

- Apartments**
- **Houses**
 - **Villas**

A grayscale photograph of a city skyline, featuring several prominent skyscrapers. The Burj Khalifa is visible on the left side of the image. The sky is overcast.

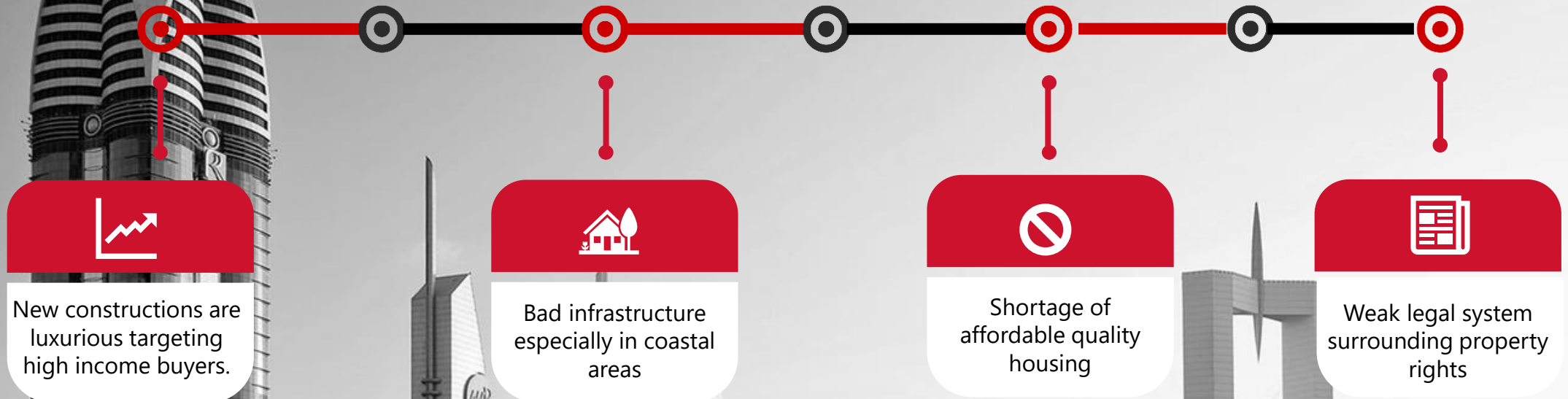
INVESTOR PROFILE

The categories of people with the highest interest in immovable property in major cities are **students** and **foreign citizens** working in Albania.

Most Albanian citizens are homeowners.

An increasing trend of second-home buyers can be seen. They invest in immovable property and give it for rent.

WHY THEY INVEST ABROAD



Property purchases abroad marked a record level in 2019 with an annual increase of over 44 percent.

Albanians spent 566 million euros for the purchase of properties abroad.

MEDIA CONSUMPTION



Television is the most influential medium in Albania. Spending an average of 2 hours per day.



Print is still popular among older people but fading amongst younger population due to digital media.



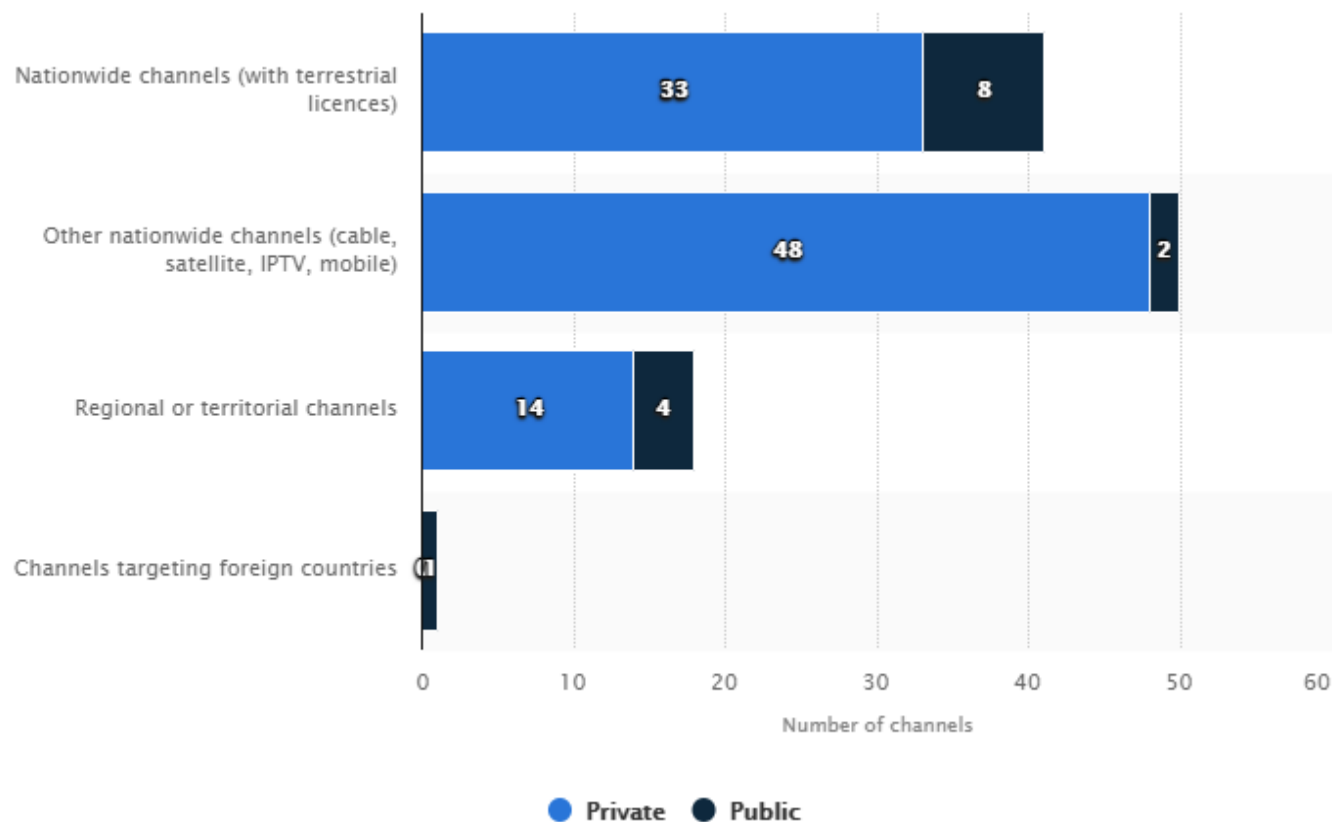
Radio is seen as a source of entertainment rather than news.



Social media users in Albania increased by 14% between 2020 and 2021. Digital media is witnessing the largest growth.

TV CONSUMPTION

Number of television channels available and established in Albania as of December 2019, by transmission type



89.9% of the households own a TV set.

There are 48 private nationwide channels (cable, satellite, IPTV, mobile) in Albania.

Some of the main television stations are also available digitally, which increases their audience with regard to both their number and their scope.

TV CONSUMPTION

TOP TV CHANNELS



Top Channel is a national commercial television station based in Tirana, Albania.



TV Klan (Televizioni Klan) is a private television channel with national coverage based in Tirana, Albania.



Vizion Plus is a national privately owned channel established in 1999 in Tirana, Albania.

PRINT CONSUMPTION

TOP NEWSPAPER



Gazeta Panorama is the highest selling daily Albanian newspaper with an equally popular online news website. The news is categorized into National, Global, Sports, Politics, Business & Trade, Academics, Healthcare and others.



Shekulli is an Albanian independent daily newspaper. Shekulli was first published in September 1997 and shortly became one of the biggest national daily. It provides national, international, politics and sports news.



Tirana Times is the first weekly English newspaper in Albania. The weekly provides news on politics, business and economy, opinion features, sports, arts and culture.

There are approximately 200 newspapers and magazines published all over the country.

There are no official circulation records but the most widely sold newspaper in the country reaches 20,000 copies a day.

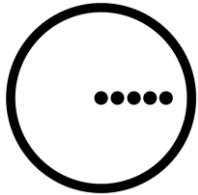
Print media is sold more in cities as it has more popularity there than in countryside.

RADIO CONSUMPTION

TOP RADIO



Radio Tirana (also, Radio Tirana 1) is the name of Albania's first radio program, concentrating on news, talk, and features.



Top Albania Radio is the first commercial national radio station, founded in 1998 by the company of the same name.



Radio Klan is a local radio station in Tirana, Albania, a part of TV Klan one of the biggest media groups in the country. Radio Klan airs music and as well, some of the shows of TV Klan.

When it comes to coverage of the territory, national commercial radio stations are more prevalent than the national televisions.

Music and entertainment programs occupy the largest percentage of the broadcast time.

Public radio covers 80% of the territory.

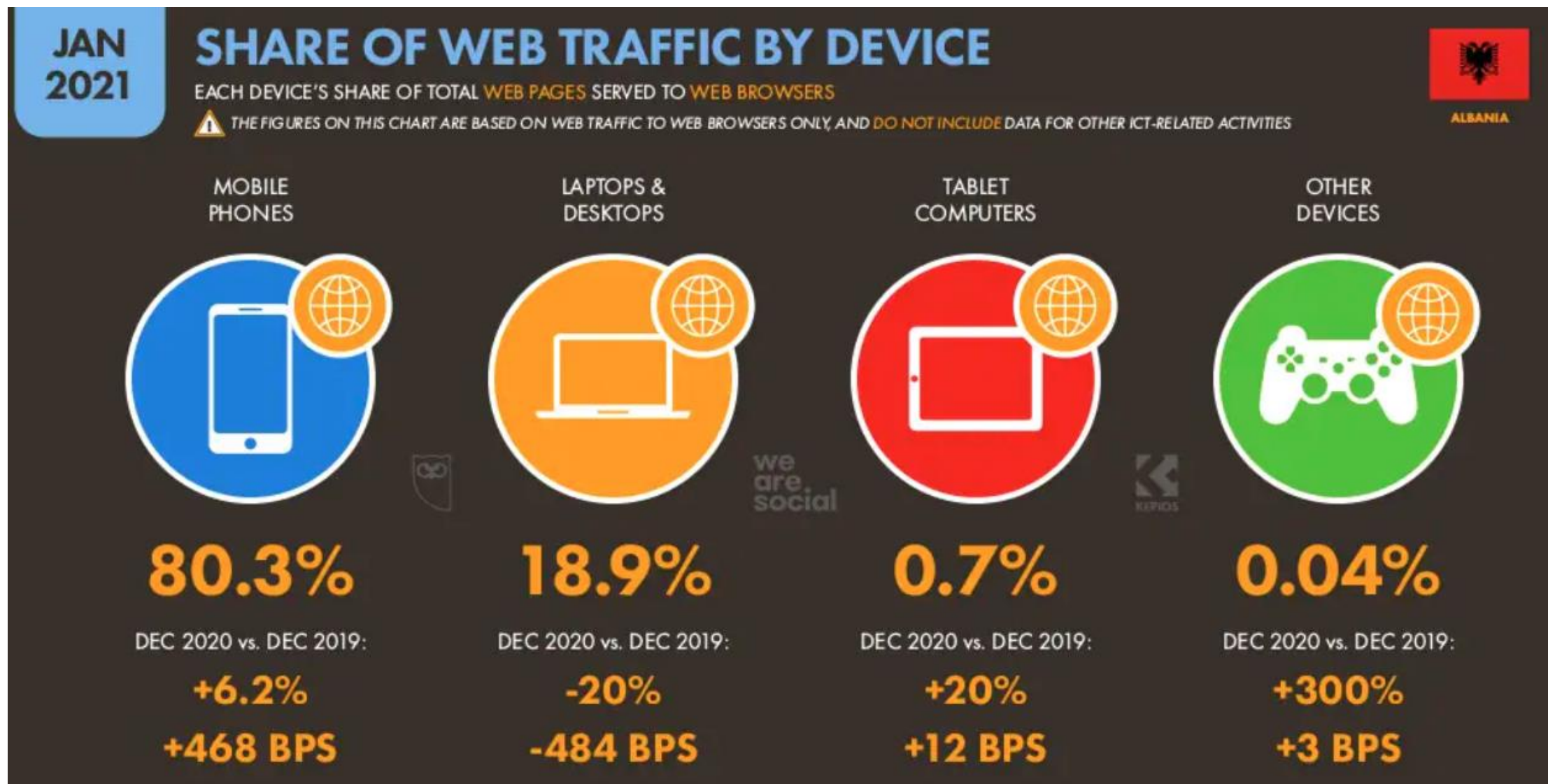
DIGITAL CONSUMPTION

Internet penetration in Albania stood at 69.6% in January 2021



DIGITAL CONSUMPTION

Mobile Phones are the most used devices for internet browsing



DIGITAL CONSUMPTION

Google receives the most web traffic followed by YouTube

JAN
2021

TOP WEBSITES BY TRAFFIC (ALEXA)

RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN DECEMBER 2020, ACCORDING TO ALEXA*



ALBANIA

#	WEBSITE	TIME / DAY	PAGES / DAY
01	GOOGLE.COM	15M 41S	1702
02	YOUTUBE.COM	17M 23S	9.86
03	GJIRAFI.COM	6M 05S	5.30
04	GAZETAEXPRESS.COM	5M 36S	4.50
05	PANORAMA.COM.AL	8M 41S	5.00
06	SYRI.NET	4M 52S	3.60
07	BALKANWEB.COM	6M 39S	4.00
08	DAILYXING.COM	2M 49S	2.30
09	FACEBOOK.COM	18M 47S	8.82
10	CLASSLIFESTYLE.COM	2M 15S	1.50

#	WEBSITE	TIME / DAY	PAGES / DAY
11	TVKLAN.AL	3M 22S	2.60
12	ABCNEWS.AL	16M 12S	8.90
13	BONGACAMS.COM	2M 46S	1.59
14	ANABELMAGAZINE.COM	4M 05S	2.40
15	KLANKOSOVA.TV	2M 45S	2.20
16	LAJMI.NET	5M 27S	3.70
17	FILMA24.AL	4M 28S	5.55
18	ADRIANET.AL	1M 59S	1.70
19	YAHOO.COM	5M 08S	4.74
20	WIKIPEDIA.ORG	3M 48S	3.10

LET'S DISCUSS

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